

BBC Learning unplugged: 26 June 2009: Event design

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Event overview:

The BBC Learning unplugged event in Watershed, Bristol on 26th June is to illustrate and discuss the commissioning process and build understanding and relationships between the BBC and creatives from around the South West. The event is also an opportunity to share and collaborate on specific ideas for projects in the context of the Learning Department. Significant time is set aside to work on potential proposals; a 'top three' will be chosen to refine after the event with one then being selected for further support with building it into a formal proposal.

High level agenda:

- Welcome and introduction
- Mapping and conversations
- What is BBC-learning-ness?
- Ideas preparation, analysis and discussion
- Case study
- Workshop work
- Top three
- Closing comments and next steps

Rough numbers:

BBC: 15

Punters: 50 (idea holders and 'here to help-ers')

Ideas: approx 5 – 10

Learning-ness: 10 groups of 6, 2 ideas per group = 20 application ideas

Walking groups = number of ideas

Idea pitching = 30 mins total, therefore 30 divided by number of ideas.

Detailed event agenda (not for attendees):

Time	Mins	Activity	Who	Description/details	Resources
11:00	20	Welcome and introduction	CR JR MR	<ul style="list-style-type: none"> • Background • BBC Learning • Commissioning process • Details: this offer, event purpose and outcomes 	Projector Presentations from all
11:20	5	Event admin and agenda	EM	Description of event activities ED: talk about lunch movements in brief ED: look for ideas for working on in pm	Agenda on presentation
11:25	15	Mapping (by individuals)	ALL	Attendees self arrange by different categories and converse with one other (4 times): <ul style="list-style-type: none"> • BBC/non-BBC (BBC people introduce selves) • Mac and PC human bar chart • Month of birth • Location • Geekiness 	
11:40	30	What is BBC-learning-ness? 1. 3 mins 2. 7 mins 3. 20 mins	JR, MR ALL	Quick and lively way to explore what constitutes a BBC Learning project idea. Designed to represent gut reaction and form basis for conversations later. <ul style="list-style-type: none"> • Board at the front 1. JR poses question to the group 	Learning-ness question Facilitation board Big sheets for board Sheet divided into Y/N/Maybe Post-it notes Marker pens

				<ol style="list-style-type: none"> 2. Attendees break into 10 small groups (of approx 6) to produce 2 mini-ideas in response to question 3. JR and MR take ideas and categorise them with very short response 	Post-it Pens
12:10	5	Mapping (by ideas)	ALL	<p>Attendees self arrange by ideas:</p> <ul style="list-style-type: none"> • Yes/No (HTH-ers split off and watch ideas) • Idea maturity • Looking for support/collaboration <p>JACK to count idea holders, work out Walking tour groups. IF ideas are >10, voting will happen in lunch.</p>	
12:15	15	Idea transcription	ALL	<ul style="list-style-type: none"> • Idea holders fill out idea template sheets and stick on the walls/put them on tables (anonymously) - JACK • 'Here to helpers' mingle with BBC crew/further briefing about 'Learning-ness' and prep for walking tour: WT groups number to match number of ideas, BBC folk to spread out - ED 	<p>Idea template sheets</p> <p>Flip chart pads</p> <p>Marker pens</p> <p>Blu tack</p>
12:30	45	<p>Idea assessment/demonstration</p> <ol style="list-style-type: none"> 1. 15 mins 2. 30 mins 	ALL	<ol style="list-style-type: none"> 1. Walking tour: BBC-ers and HTH-ers walk around the idea sheets discussing them objectively (think theatrical). Idea holders can listen in to any of the conversations as they wish but not engage. <ul style="list-style-type: none"> • Boards at the front 2. Ideas demonstrated: idea holders present their ideas to the BBC-ers and HTH-ers for thought and Q&A – idea holders carry idea sheets to front, stick them on the board with JACK, do their pitch 	Idea sheets on walls
		Tables and chairs moving	ALL	<ul style="list-style-type: none"> • Tables and chairs back into 	

				<p>formation for lunch and afternoon's activities</p> <ul style="list-style-type: none"> • Ideas are allotted to specific tables • If there are more ideas than tables to work on (or collaborators), attendees will vote on ideas to work on with sticky dots 	
13:15	45	Lunch	ALL	<ul style="list-style-type: none"> • Voting if necessary 	Sticky dots
14:00	25	Case study <ul style="list-style-type: none"> 1. 10 mins 2. 5 mins 3. 10 mins 	Dom	<ol style="list-style-type: none"> 1. Presentation 2. Table discussions 3. Q & A 	Presentation Project ready in browser
14:25	45	Workshop working	ALL	Deeper working over the ideas at tables <ul style="list-style-type: none"> • Mix of HTH-ers and BBC-ers • If one table full, choose another! • MR and JR circulate around tables to get sense of all the ideas • Idea holders complete second idea template sheet • Idea holders leave sheets on tables during break 	Idea template sheets
15:10	10	Break	ALL	<ul style="list-style-type: none"> • Attendees take break • JR and MR (and BBC-ers) to discuss ideas and agree top 3 	
15:20	20	Top three	MR JR	MR outlines the top three ideas for further working (these are the ones that are worth pursuing toward a final decision for the one after the event. <ul style="list-style-type: none"> • Idea sheets on boards at front • Explanation of why • Discussion and Q & A 	
15:40	15	Closing comments and next steps	ALL JR?CR?	Time for any reflections/feedback/questions Next steps	
15:55		End and close	ALL		

